Advertising Media Kit 2025

APHA.org

APHA

AMERICAN PUBLIC HEALTH ASSOCIATION

For science. For action. For health.

About the American Public Health Association (APHA)

Our Mission
Build public health capacity and promote effective policy and practice.

Our Vision
Optimal, equitable health and well-being for all.
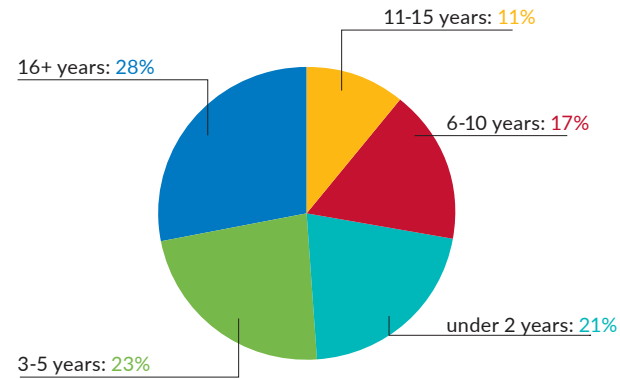
APHA Highlights

25,000+ MEMBERS

MORE THAN 3.75 MILLION
average monthly unique visitors

MORE THAN 11 MILLION
average monthly pageviews

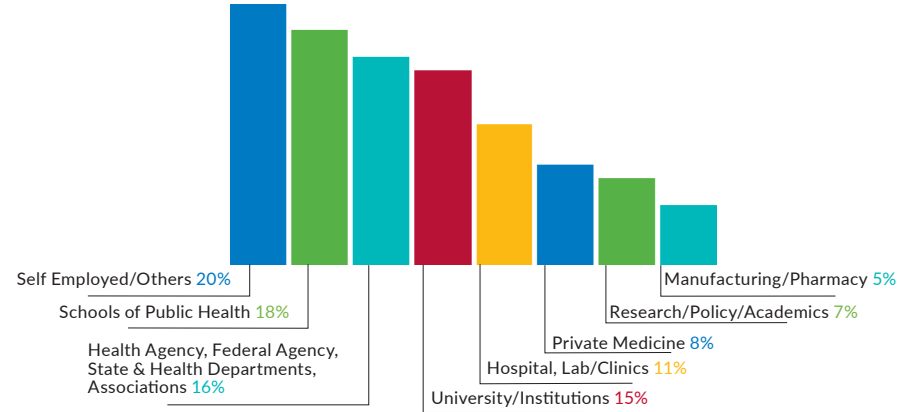MORE THAN 120,000
e-newsletter recipients

Member Demographics

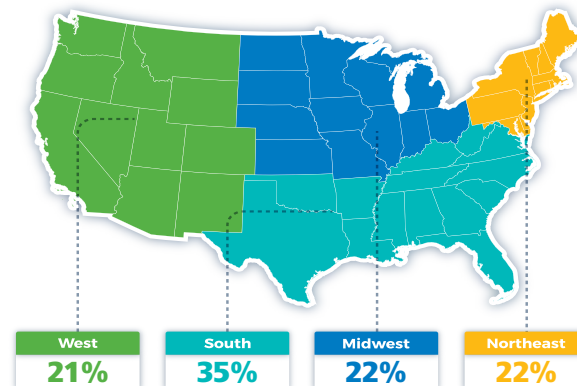### Time in Industry

11-15 years: 11%
16+ years: 28%
6-10 years: 17%
under 2 years: 21%
3-5 years: 23%

Workplace

Self Employed/Others 20%
Schools of Public Health 18%
Health Agency, Federal Agency, State & Health Departments, Associations 16%
University/Institutions 15%
Hospital, Lab/Clinics 11%
Private Medicine 8%
Research/Policy/Academics 7%
Manufacturing/Pharmacy 5%

Geographic Regions

West	South	Midwest	Northeast
21%	35%	22%	22%

Learn more, customize your campaign, or place an order by contacting Cleo Chitester at 804-469-0360 or cchitester@associationmediagroup.com
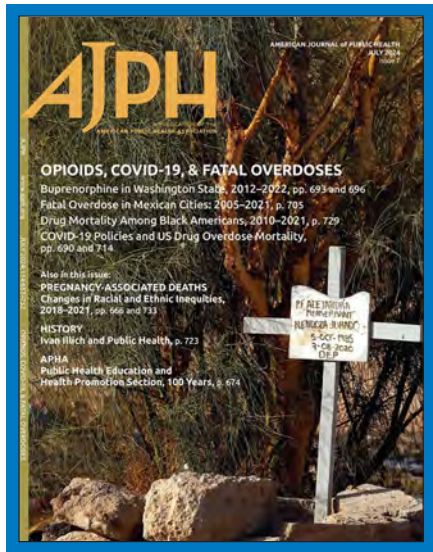
The *American Journal of Public Health*

The *American Journal of Public Health* is the number one publication dedicated to original work in research, research methods, and program evaluation in the field of public health. Published 12 times per year with a total readership of 28,000, this prestigious journal also regularly publishes authoritative editorials and commentaries and serves as a forum for the analysis of health policy.
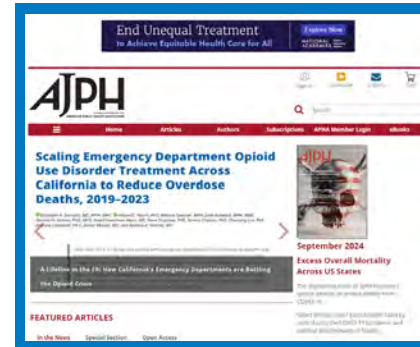
Print Advertising

Placement	1x	3x
Cover 4 (OBC)	n/a	$9,000
Cover 3 (IBC)	n/a	$7,000
Cover 2 (IFC)	n/a	$7,000
Spread	$9,000	$8,000
Full Page	$4,600	$4,400
1/2 Page	$4,000	$3,500

Please inquire about special rates for recruitment advertising, starting at $1,440.
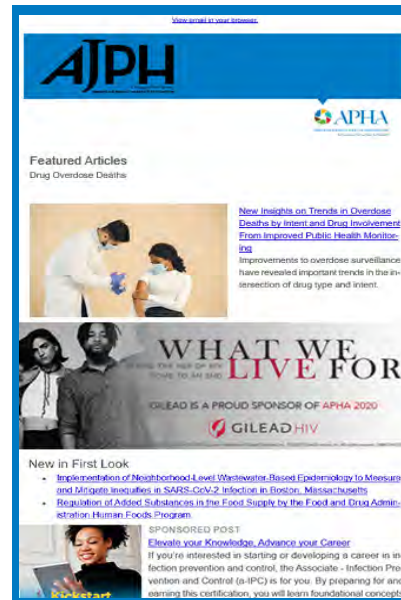

Website Advertising

AJPH.org

The *American Journal of Public Health*'s website attracts more than 1.9 million visitors, generating more than 4 million pageviews per year.

Size	3 Months
728x90	$9,922
300x250	$4,252

E-Newsletter Advertising

Delivered weekly to more than 114k subscribers, the AJPH Weekly Newsletter averages an open rate of 32%.

New! Showcase your product, service, or educational program amongst the email content. A headline, short description, image, and URL is included. Exclusive placement.

Size	1 Month
650x250 or 970x250	$6,000
Sponsored Content	$6,000

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The Nation's Health

The Nation's Health is the most respected and widely read news publication in the public health field. With print issues mailed each month to more than 17,000 readers - including public health leaders, libraries and members of Congress, your ad can reach movers and shakers in the field. Each issue is published online in full each month, providing even more reach.

Print Advertising

Placement	1x	3x
Back Cover	n/a	$7,000
Spread	n/a	$6,500
Full Page	$4,600	$4,500
1/2 Page	$4,000	$3,500

Please inquire about special rates for recruitment advertising starting at $1,560.

The Nation's Health Podcast

Relaunching January 2025, *The Nation's Health* Podcast features interviews with public health leaders. Ask us about advertising and sponsorship opportunities.

Website Advertising

TheNationsHealth.org

The Nation's Health website attracts more than 124k visitors and 212k pageviews per year.

Sponsor *The Nation's Health* News Quiz, a popular weekly quiz. Sponsorship is $2,000 per month and features company name, logo, and URL on the quiz page and related promotions (social media and email).

Size	3 Months
300x250 & 728x90*	$2,970

*Prices include both banner sizes.

E-Newsletter Advertising

Delivered monthly to over 93k public health professionals monthly, Highlights from *The Nation's Health* averages a 29% open rate.

New! Showcase your product, service, or educational program amongst the email content. A headline, short description, image, and URL is included. Exclusive placement.
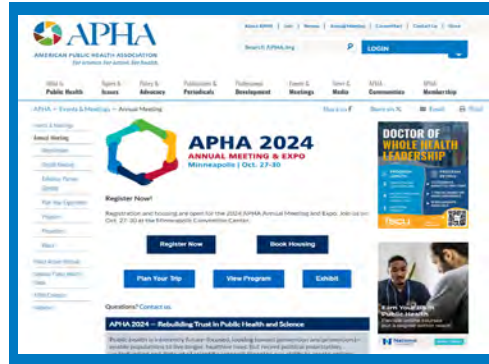
Placement	3 Months
160x600	$6,300
160x300	$3,675
Sponsored Content	$7,500

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Additional Digital Options

APHA Website

apha.org

The American Public Health Association website attracts approximately 1.1 million visitors, generating more than 3.5 million pageviews a year.

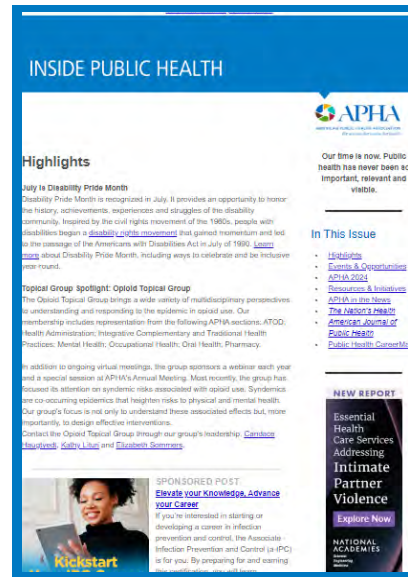| Size	3 Months
220x300	$4,110

728x90 and 160x300 placements on the Schools of Public Health webpage are available for $5,250/12 month placement.
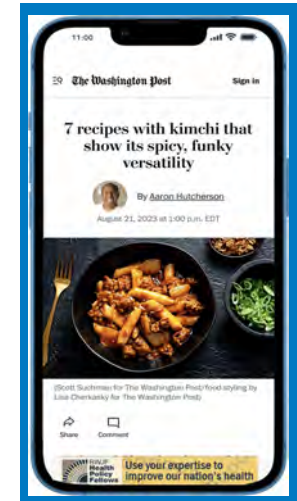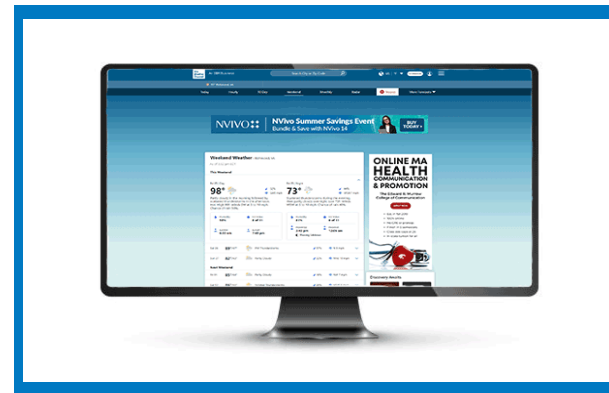
Retargeting

Leverage programmatic ad delivery to extend the reach and precision of your campaigns. Studies show that brand awareness through repeat exposure drives purchasing relationships. Utilize APHA's retargeting to target visitors of APHA web properties and display your advertising in front of them as they visit some of the most popular websites such as Yahoo!, Fox News, CNN, Wall Street Journal, MSN, NY Times, ESPN, local news stations, and public health and academic-related sites.

Banner Retargeting

Impressions	Cost	CPM
1 Month/100k Impressions	$3,300	$33
2 Months/250k Impressions	$7,500	$30
3 Month/500k Impressions	$13,500	$27

Video and audio campaigns are available. Please contact Cleo Chitester for a custom quote.

E-Newsletter Advertising

Inside Public Health

Delivered monthly to more than 20k APHA members, IPH averages a 37% open rate.

New! Showcase your product, service, or educational program amongst the email content. A headline, short description, and URL is included.

Placement	3 Months
160x600	$6,300
160x300	$3,675
Sponsored Content	$6,300

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General Information

APHA Advertising Policy

All advertisements must be approved by APHA. Acceptance of advertising by APHA does not indicate or imply endorsement. APHA, in its sole discretion, retains the right to decline any submitted advertisement or to discontinue posting of any advertisement previously accepted and reserves the right to insert the word "advertisement" on all advertisements.

Combination Earned Frequency

Reduced rates can be earned by placing advertisements in multiple APHA publications.

Mailing List Information

American List Council, Inc.

Order/Billing Questions

billing@associationmediagroup.com

APHA Publications

cchitester@associationmediagroup.com

804-469-0360

Print Recruitment

cchitester@associationmediagroup.com

804-469-0360

Online Recruitment

careers.apha.org

Print Advertising Specifications

All artwork should be submitted as print-ready PDFs (Press-Ready PDF, PDF /X) and all images and fonts must be embedded. If submitting a word document for recruitment advertising, please also submit a 300 DPI logo image (if a logo is included in the advertisement).

American Journal of Public Health

Publication Trim: 8.25 x 10.875 inches (Do not build ad to this size)

Placement	Specifications (all sizes in inches)
Covers 2, 3, and 4	8.5 x 11.125 (trim 8.25 x 10.875)
Spread	15 x 10
Full Page (bleed)	8.5 x 11.125 (trim 8.25 x 10.875)
Full Page (non bleed)	7 x 10 (630 words max - recruitment only)
Half Page (vertical)	3.375 x 10 (382 words max - recruitment only)
Half Page (horizontal)	7 x 4.875 (382 words max - recruitment only)

Please submit a word document and 300 DPI logo for all recruitment advertising.

The Nation's Health

Publication Trim: 10.625 x 13.75 inches (Do not build ad to this size)

Placement	Specifications (all sizes in inches)
Back Cover	11.125 x 14.25 (trim 10.625 x 13.75)
Spread	21.75 x 14.25
Full Page (bleed)	11.125 x 14.25 (trim 10.625 x 13.75)
Full Page (non bleed)	9.125 x 12.25 (855 words max - recruitment only)
Half Page (horizontal)	9.125 x 6 (667 words max - recruitment only)

Please submit a word document and 300 DPI logo for all recruitment advertising.

American Journal of Public Health Due Dates

Issue	Due Date
January	November 6, 2024
February	December 6, 2024
March	January 8, 2024
April	February 5, 2025
May	March 5, 2025
June	April 7, 2025
July	May 7, 2025
August	June 5, 2025
September	July 8, 2025
October	August 6, 2025
November	September 9, 2025
December	October 8, 2025

The Nation's Health Due Dates

Issue	Due Date
January	November 20, 2024
February/March	January 8, 2025
April	February 12, 2025
May	March 12, 2025
June	April 9, 2025
July	May 8, 2025
August	June 15, 2025
September	July 16, 2025
October	August 14, 2025
November/December	September 17, 2025

Digital Advertising Specifications

Web Banners

• Maximum banner size: 250kb
• Acceptable formats: JPG, GIF, PNG. 3rd Party ad tags accepted.
• Animated banners should run for no more than 10 seconds.
• Banners with a white background must have a black or colored border.

The *American Journal of Public Health* Website (AJPH.org) Banner Sizes: 728x90 and 300x250.

The *Nation's Health Website* (thenationshealth.org) Banner Sizes: 728x90 and 300x250.

The American Public Health Association Website (APHA.org) Banner Sizes: 220x300, 300x250*, and 728x90*.
*these banner sizes only available on the Schools of Public Health webpage

E-Newsletters

• Maximum banner size: 250kb
• Acceptable formats: JPG, GIF, PNG. 3rd Party ad tags cannot be accepted.
• Animated banners may be accepted, but it should be noted that not all email systems will display the animation.
• Banners with a white background must have a black or colored border.

The *American Journal of Public Health* E-Newsletter

- **Banner Size:** 650x250 or 970x250.

- **Sponsored Content:** 7 word (maximum) headline, 30 word (maximum) body, URL, 200x200 image (less than 100KB).

Highlights from *The Nation's Health* E-Newsletter

- **Banner Size:** 160x300 and 160x600.

- **Sponsored Content:** 7 word (maximum) headline, 30 word (maximum) body, URL, 200x200 image (less than 100KB).

Inside Public Health E-Newsletter

- **Banner Size:** 160x300 and 160x600.

- **Sponsored Content:** 7 word (maximum) headline, 30 word (maximum) body, URL.

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Retargeting Specifications

The specifications provided are an aggregate of requirements across ad networks and providers. Adhering to the recommendations will ensure maximum exposure for your advertisements. If you would like to utilize HTML5 design please refer to the specific HTML5 Ad Specifications sheet or request a copy from your primary contact if one was not provided.

Banner Specifications

File Formats: GIF, JPG, PNG, HTML5 (please request specific HTML5 instructions as requirements change frequently)

File Size Restrictions: 500KB maximum

Desktop Display Ad Dimensions: 970x90, 728x90, 468x60, 300x600, 300x250, 160x600, 970x250, 300x1050, 336x280, 120x600, 250x250, 200x200

Mobile Display Ad Dimensions: 320x480, 480x320, 320x50, 300x50, 768x1024, 120x240, 360x460

The highlighted dimensions are the most common sizes found within digital media options.

Video Specifications

File Formats: FLV, MP4, AVI, WMV, MPEG, MOV

File Size Restrictions: 1GB maximum

Video Ad Dimensions: 1920x1080, 1280x720, 1920x800, 1024x768, 640x360, 480x360, 300x250

The highlighted dimensions are the most common sizes found within digital media options.

Accepted 3rd Party Ad Tag Format

Display/Mobile: Javascript, iFrame, and Standard (a fref/img src)

Video: VAST 1.0, VAST 2.0, VAST 3.0, VPAID 1.0 and 2.0, VAST URL or VAST Source XML, VAST with VPAID